

Message Text

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PAGE 01 BANGKO 24346 231456Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----085326 240000Z /12
R 231308Z AUG 78
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 9900

UNCLAS BANGKOK 24346

E.O.11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI: ODEON STORE LTD. PART.

REF USDOC 13283

1. THAILAND

OFFICE USE: 2. 549 3. 0192400 4. 01

5. ODEON STORE LTD. PART.

6. 860-862 WANG BURAPA ROAD

7. BANGKOK

8. CONTACT: MR. VICHAI PRAEPANICH

9. TITLE: MANAGER
OTHER OFFICIAL IS: MR. CHITT PRAEPANICH, PRESIDENT

10. PHONE: 2210742 11. TELEX: NA

12. CABLE: ODEONSTORE

13. ESTBL: 1947 14. EMPL: 25 15. SIZE: MEDIUM
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16. REPUTATION: Y-GOOD 17. RPT DATE: 08/78

OFFICE USE: 18. K 19. NA 20. X 21. NA 22. NA

23A. 59420 BOOK STORES
23B. 27310/235 IMP.AGT.DIST. OF BOOKS

24. FOREIGN SALES: NA

25. FINANCIAL REF: BANGKOK BANK LTD., 9 SUAPA ROAD,
BANGKOK; BANK OF ASIA, 601 NEW ROAD, BANGKOK, THAILAND.

26. TRADE REF: MCGRAW-HILL, NEW YORK, N.Y.

27. FOREIGN FIRM REPRESENTED: AGENCY REP. OF KOKUSHA
MCGRAW-HILL, JAPAN.

28. POST EVALUATION: ODEON STORE WAS INCORPORATED IN
1947 WITH AN AUTHORIZED CAPITAL OF DOLS 60,000 TO OPERATE
TWO BOOK STORES IN BANGKOK. IT IMPORTS BOOKS, MAGAZINES
AND PERIODICALS, TEXT BOOKS AND STATIONERY FROM THE U.S.
(SEVENTY PERCENT) WITH THE REMAINDER FROM U.K. AND OTHER
COUNTRIES. IT ALSO ACTS AS PUBLISHER OF THAI NOVELS. IT
OWNS AN OFFICE OF 200 SQ.METERS, AND A DISPLAY ROOM OF
100 SQ.METERS, LOCATED IN ONE OF BANGKOK'S BUSINESS
DISTRICTS. FIRM IS A MEMBER OF THE PRAEPITTAYA GROUP
WHICH INCLUDES THE ORIGINAL PRAEPITTAYA, ODEON-1, ODEON-2,
SOVIET SOUVENIR, AN OUTLET FOR EASTERN EUROPEAN BOOKS
SALES AND PRAEPITTAYA INT'L PRINTER, AGENT OF EASTERN
PRINTING PRESSES. FIRM EMPLOYS 25 PEOPLE INCLUDING 5
SALESMEN. ITS SALES VOLUME IN 1977 WAS REPORTED TO BE
DOLS 2,000,000 REPRESENTING AN INCREASE OF 15 PERCENT
OVER THE FIGURE REPORTED TO THE EMBASSY IN 1976. FIRM IS
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A MEMBER OF THE BOOKS DEALERS ASSOCIATION OF THAILAND.
LOCAL BANK REPORTS THAT SUBJECT FIRM HAS
MAINTAINED A PROPERLY CONDUCTED ACCOUNT AND OVERDRAFT
FACILITIES HAVE BEEN GRANTED TO THE BANK'S SATISFACTION.
ODEON STORE IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR
U.S. FIRMS.

29. PREP: SATHIT/SOMSAK APPR: MATTHEW P. WARD.
ABRAMOWITZ

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BANGKO24346
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780345-0921
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780830/aaaaayrj.tel
Line Count: 103
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: e023a45c-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1640486
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI: ODEON STORE LTD. PART.
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/e023a45c-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
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